

ESPN SportsCenter TV Campaign

Campaign Idea:

The SportsCenter staff is a team within itself, and they deserve their own mascot. This mascot creates a likeable character for ESPN, and shows SportsCenter watchers behind-the-scenes, witty, and fun experiences they can only see by watching SportsCenter.

Client: ESPN

Length/ID: :30/TV
ESPN SportsCenter – “The Road to Finding a Mascot”

The ESPN staff decides that they need their own team mascot. The staff works on agreeing on a mascot, and end up choosing Espn (pronounced s-pen), the squirrel.

VIDEO

Quick clips of several major sports teams' mascots.

Boardroom filled with ESPN employees, and one employee is standing at an easel with a marker in his hand.

Close-up of Paul with a scowled appearance.

Pans back to full-view of boardroom.

Close-up of a woman employee.

Paul throws his clipboard across the room out of frustration.

Flashes of cameras from photographers and reporters.

The mascot's view of the press conference that welcomes the new ESPN mascot.

The ESPN's new mascot, Espn the squirrel, it sitting behind a table with a microphone eating and shelling peanuts. Looks at the reporter, and then continues eating his peanuts.

Espn the squirrel sitting at the press conference.

AUDIO

Announcer: ESPN field reporters spend everyday alongside famous mascots. But here at ESPN we like to think of ourselves as our team, and every team needs a mascot.

Employee: We need a mascot that represents what ESPN stands for – dependability, determination, and dedication.

Paul: Dang it, guys. Come on! We've been at this for months. Let's agree on a stupid mascot already.

Woman Employee: It's not stupid, Paul. A mascot is a big deal.

Paul: Yeah, it's a big deal! You hear that, Charlie? That means shut it with the moose idea already.

Announcer: After months of deliberation our ESPN staff has finally agreed on a team mascot.

Field reporter: Espn (pronounced s-pen), what's your favorite ball game snack?

SFX: Shelling and eating of peanuts.

Announcer: EPSN – we're our own team, and we've got a mascot to prove it.

Client: ESPN

Length/ID: :30/TV
ESPN SportsCenter – “Espn Adventures Out of the Office”

Espn, the ESPN mascot squirrel, ventures out of the ESPN office, and spends the day as a field reporter.

VIDEO

Close-up of famous Phil Mickelson’s face with microphone near his face.

Confused face of Phil Mickelson as he points towards the camera.

View of field reporter and Espn the squirrel standing on the golf course with microphones for interviewing.

Cuts to the locker room of the Cleveland Cavaliers where LeBron James is sitting on a bench untying his shoes after a game.

Espn walks in front of the camera.

View of field reporter holding a microphone standing in the locker room.

Cuts to Espn skating up to Red Wings’ Henrik Zetterberg.

Espn the squirrel doesn’t respond because as the mascot he can’t talk.

Henrik gets mad that he doesn’t respond and checks him against the wall of the hockey rink.

Cuts to the field reporter on the side of the hockey rink talking into his microphone.

AUDIO

Field reporter: How does it feel to win here today?

Phil Mickelson: Who the hell is that?

Field reporter: It’s Espn the squirrel, the ESPN mascot.

LeBron James: Good game, team. Way too pick up the pace in the second half.

LeBron James: Why the hell is there a squirrel in our locker room?

Field reporter: It’s Espn the squirrel, the ESPN mascot.

Henrik Zetterberg: Who the hell are you?

SFX: Loud thud

Field Reporter: ESPN – we’re our own team, and we have bruises to prove it.

Client: ESPN

Length/ID: :30/TV
ESPN SportsCenter – “Mascot Regret”

ESPN regrets choosing Espn the squirrel as their team mascot after he performs several pranks on ESPN staff members.

VIDEO

ESPN news anchor sitting at his desk.

Espn jumps out from behind a small potted tree in the office as an employee walks by.

ESPN news anchor sitting at his desk.

Espn standing outside an elevator as employee inside the elevator waves to him.

Espn quickly runs into the elevator and pushes all the buttons and then runs out right before the doors close on him.

ESPN news anchor sitting at his desk.

Espn walks by several desks, and purposely hits over stacks of papers with his bushy tail.

ESPN news anchor is sitting at his desk, and Espn runs past him. Espn then slaps him across the face.

Anchor takes a deep breath, and then stares straight into the camera.

AUDIO

Anchor: We're starting to regret hiring our mascot, Espn the squirrel. Lately, he's taken to pulling pranks on all of us here around the office.

Woman employee: AHHH! Espn, not again!

Anchor: At first, I admit, it was pretty funny.

Employee: Good morning, Espn. How are you?

SFX: Elevator doors closing

Anchor: But now, I think he's beginning to take it too far.

SFX: Papers falling

Anchor: That's it. I've had it.

Anchor: ESPN – we're our own team, and we may not need a mascot to prove it.

Client: ESPN

Length/ID: :30/TV
ESPN SportsCenter – “This is SportsCenter: The Williams Sisters”

Sports anchor, Chris Berman, narrates as the Williams sisters perform everyday office tasks at the ESPN office. He pretends that he thinks they’d make good office assistants, but really doubts their ability.

VIDEO

Chris Berman sits behind a desk in his ESPN office.

Chris Berman’s face looks concerned.

Serena runs back and forth between the copy machine and fax machine in her tennis attire.

Venus stands at the secretary’s desk in tennis attire.

Venus takes the memos, and walks towards the employees’ desks.

Venus throws memos in the air and “serves” them with her racket to each employee as they crouch in fear.

Chris Berman sitting behind his desk.

Serena holds a rubber band ball high up in the air like she’s about to spike it.

Horrified faces of the office staff, and nodding their heads no.

Text appears on the screen that reads, “This is SportsCenter.”

AUDIO

Chris Berman: The Williams sisters thought a day working in the ESPN office would be an easy set for them.

Chris Berman: So, I said, “Come on in. We could use you.”

SFX: Noise of copy machine, fax machine, and the shuffling of shoes.

Secretary: I need your help passing out these memos.

Venus: No problem!

SFX: Sound of paper being hit, and slammed down on desks.

Chris Berman: (nervous laugh) I knew they could do it.

Serena: Did someone say they needed a rubber band?